



For Immediate Release
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Nidec Motor Corporation Hires Ed Koepke As New Market Manager

St. Louis, MO (August 22, 2011)— Nidec Motor Corporation announced today it has hired Ed Koepke as the company's new market manager for Water/Wastewater, Industrial Pumping and Oil & Gas markets. The new position is a direct result of the growth of the company and demand for its 100- year old flagship brand US Motors® line of products.

"We're very excited to welcome Ed to the Nidec Motor Corporation team," said Tim Albers, Director of Marketing, Business Division, Nidec Motor Corporation. "Ed's experience and expertise align perfectly with our investment in growth initiatives, particularly in the areas of new markets and product development."

Mr. Koepke joins Nidec Motor Corporation with more than 25 years of management, sales, and product development experience with a variety of engineering and electrical component manufacturing companies. Most recently, Mr. Koepke worked as a regional sales manager for King Innovation.

Mr. Koepke is a graduate of the University of Missouri, earning a B.S. in Electrical Engineering. He currently resides in Wildwood, MO.

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About Nidec Motor Corporation: Nidec Motor Corporation (NMC) is a leading manufacturer of commercial, industrial, and appliance motors and controls. The NMC product line features a full line of high efficiency motors, large and small, which serve Industrial, residential and commercial markets in applications ranging from water treatment, mining, oil and gas and power generation to pool and spa motors, air conditioning condensers, rooftop cooling towers and commercial refrigeration. It also makes motors, controls and switches for automotive and commercial markets. Brands include U.S. Motors®, SR Drives®, Hurst®, Rescue®, ECOTECH EZ™.

Nidec SR Drives Ltd, a Nidec subsidiary, is based at the Nidec Motor UK Technology Centre in Harrogate, UK and operated by NMC specializing in the design and development of new products using advanced brushless motors and controls with a primary focus on SR technology. Parent company Nidec Corporation (NYSE: NJ) is the world's leading manufacturer of small precision motors, including motors used in hard disk drives and optical disk drives. The company has extended its focus beyond the information storage motor market to the home appliance and automotive markets, where it sees high future growth potential. For more information, visit www.nidec-motor.com.

NIDEC MOTOR CORPORATION

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